



COMMUNICATION STRATEGY AND POLICY

JUNE 2023

PURPOSE: To effectively and efficiently communicate ministry events and opportunities to our congregation and the community through a streamlined communication process.

TASK: The task of communicating to our congregation and our community involves:

- Knowing our audience
- Filtering information for relevance, accuracy, and simplicity
- Avoiding over-communication and practicing good stewardship
- Maintaining consistency and quality of messaging and visuals
- Cooperating with and assisting ministry leaders
- Encouraging and inspiring response and connection
- Articulating the church's vision and message

COMMUNICATION TIERS

HIGH VISIBILITY

- Worship services and events
- Opportunities to serve (in ministries or community events)
- Regular ministry programming (Children, Students, 5th-6th Grade, Adults, etc.)
- Church operation announcements (time changes, staff changes, visionary changes)

MEDIUM VISIBILITY

- Special or seasonal events for ministry programs
- Church-wide fundraisers, requests for support, ministry highlights

LOW VISIBILITY

- Events or fundraisers for outside groups or individuals
- Everything else

The prioritization of each piece of communication is determined by our communications team with guidelines from the staff during weekly meetings.

VISUAL STYLE GUIDE

(FONTS, COLORS, LOGOS)

Hello! Meet our font, Pragmatica.

HEADLINES

PRAGMATICA BOLD (USED IN ALL CAPS)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

SUBHEADS

PRAGMATICA BOLD ITALIC (ALL CAPS, SMALLER FONT)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

BODY TEXT

Pragmatica Plain, Pragmatic Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

OUR COLOR PALETTE:

Our color palette is vibrant, dependable, and timeless, just like a beautiful sunrise. We use accessible colors that are recognizable in the nature around us here on the island. Consistently staying true to our color palette reinforces our identity in our community.



TAN HIDE

HEX: F68E56

RGB: 246,142,86



DOWNY

HEX: 63C6C1

RGB: 99,198,193



AQUA ISLAND

HEX: A4DAD7

RGB: 164,218,215



TUNDORA

HEX: 424242

RGB: 66,66,66



ROLLING STONE

HEX: 808285

RGB: 128,130,133



ALTO

HEX: D6D6D6

RGB: 214,214,214

OUR LOGO

Our logo will symbolize our brand. When using our logo, be aware of what surrounds it. Like a car, the logo needs to be driven correctly and belongs in certain places, and should be placed in a certain way. Remember that our logo is the first symbol that people see that identifies our church. This is why we are careful to use it in the most appropriate ways. Contact the Communications Director to get access to these logo files through Google Drive.

PRIMARY LOGO

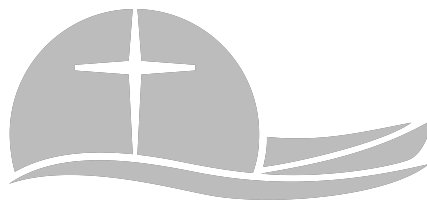


SECONDARY LOGO



ICON/AVATAR

Our avatar should be used when there is not sufficient room for the entire logo to be placed in a design piece (especially square and circle contexts) and for social media purposes.



FORMAT GUIDELINES

Important note: Timeline refers to the development time required for our communications team. The timeline to produce the promotional material will begin when we receive a complete **communications request form**.

Format	Accessibility	Timeline	Visibility	Purpose and Details
Worship Announcements	Low	2 Weeks	High	The purpose of stage announcements are to inform attendees about important news and opportunities that are relevant to the entire congregation. These announcements are planned in advance during worship planning meetings and do not change on Sunday morning except in emergency situations.
Virtual Bulletin	High	2 Weeks	All	The purpose of the bulletin is to acclimate guests to our church's ministry programming and to inform attendees about upcoming events. Announcements are prioritized by the visibility tiers, event date, and the date of the request.
Weekly E-News Pastoral Message	None	N/A	All	The purpose of the weekly e-news message is to provide a direct link to the virtual bulletin, a pastoral message, and a ministry highlight. The pastoral message can contain any information that is deemed appropriate by the pastor. Any announcements that are included will be at the discretion of the pastor.
Weekly E-News Ministry Highlight	High	Due Wednesday by 12pm	All	The purpose of the ministry highlight is to inform the congregation about the impact that our ministries are having on people's lives. The goal is to inspire our church family to continue supporting our ministries. The highlight will include pictures and a message of celebration from the ministry leader.
Text Updates	Low	1 Week	High	The purpose of our text updates are to provide those who opt-in (by texting OBUMC to 94000) with important updates that are relevant to the entire congregation. The communications team will send up to 2 messages each week.

Format	Accessibility	Timeline	Visibility	Purpose and Details
Seasonal Brochure	High	8 Weeks	All	The purpose of the seasonal brochure (produced for Fall, Winter/Spring, and Summer) is to provide a complete resource of information about all church activities and events for the upcoming season. This will require early planning on the part of ministry leaders and staff. Submission deadlines are communicated to ministry leaders by the Creative Director.
Website (Ministry/Event Pages)	High	1-2 Weeks	All	The purpose of the website is to be the primary source of information for members, guests, and potential first-time visitors. The website is the most accessible and flexible format we have. With no space restrictions, it is the best format available that we can keep our church family informed and make a good impression to potential guests.
Facebook/Instagram (Events, Ads, Posts)	High	2 Weeks	All	The purpose of Facebook and Instagram is to share information and make connections in the important realm of social media. Facebook is another accessible format to communicate to our congregation, and will reach potential guests interested in our church. We can create posts, share photos and videos, create events, and run ads to increase awareness.
Lobby Table	Low	4 Weeks	All	The purpose of the lobby table is to give attendees an opportunity to buy tickets, register, or speak to special guests representing outside ministries (such as the United Methodist Children's Home).
Printed Materials (flyers, invite cards, signs, posters, etc)	High	3 Weeks	All	The purpose of printed materials is to give people a way to take information with them (handouts and invite cards) or to capture people's attention (flyers and signs). The communications team can design and print all physical promotional material for the church's ministry needs. These services are offered Monday-Wednesday during church office hours and by appointment only.

Format	Accessibility	Timeline	Visibility	Purpose and Details
Community Events Board	High	N/A	All	The purpose of the community events board is to provide space for our congregation to post information about community-wide events in our area. This information will be helpful for seasonal guests and those looking for activities in Orange Beach. Anyone can post flyers or invite cards on the board, and our staff will monitor it to ensure the information is relevant. The board is not meant to advertise businesses, services, or personal business cards.

COMMUNICATION POLICIES

TIMELINES

In order to best assist all of our church members, maximize our efficiency, and produce materials of a high quality, our office staff requests that all ministry leaders and staff abide by the listed promotion timelines. If a submission is not made within the required timeline, we cannot guarantee that the request will be fulfilled. It is crucial that our office staff has adequate time to prepare and produce the highest quality promotional materials for our ministries.

COMMUNICATION REQUESTS

In order to better meet our church member's expectations for promoting events, we have developed an automated process for receiving communication requests which assures good record keeping, timeline requirements, and information accuracy. *All church members, ministry leaders, and staff must submit communication requests to our office for each event that needs to be promoted.* This can be done by visiting or calling our front office, or by using the online webform at www.obmchurch.com/forms. Requests are automatically added to a shared spreadsheet and promoted in the appropriate areas.

PRINTED MATERIALS

Our office is available to provide assistance to church members, ministry leaders, and staff in need of help with printed materials for events such as paper copies, flyers, invitations, and packets. This service is available Monday-Wednesday during church office hours and by appointment only. This will allow our office staff to best serve the needs of our church members and plan their work hours to serve members more efficiently.

CONSISTENT PRESENTATION:

Our goal is to create a consistent and unified visual identity for all of our church ministries. In order to best promote our events, we want to ensure that our members take advantage of the services that we can provide to create high quality promotional material.

- To achieve this goal, we ask that event coordinators and ministry leaders allow our communications team to create the flyers, logos, graphics, and promotional materials for our events. This includes both printed materials and graphics used on social media. This will help us to maintain a unified visual identity for all of our events.
- Ministry leaders are welcome to create flyers, schedules, or other materials *if they will be used inside of their ministry audience*. Ministry leaders must request for a flyer or graphic to be produced by our office staff if the materials will be used for promotion outside of their ministry audience. *Graphics or invitations that will be displayed to the entire congregation must be designed by the communications team.*
- To achieve this goal, ministry leaders and staff members need to get prior approval from the Creative Director before printing, posting, distributing, or displaying printed and visual materials. The communications team can assist with editing or recreating any materials that don't adhere to our branding criteria. If the material is used without approval, the material may be removed or redesigned.

- We ask that our church members and event coordinators get approval from our church staff before posting or distributing any promotional material on the church campus.

PROOFING:

The goal of our communications team is to provide accurate, engaging, and grammatically correct promotional material. To achieve this goal, our team has implemented the following practices:

- The communications team will proof every social media post, advertisement, email, and text message. This does not apply to your own communication within your ministry.
- The communications team will seek help from other proofers for large projects such as church-wide letters, seasonal brochures, or paid advertisements.
- Proofing standards will vary intentionally depending on the format. Social media posts should feel different to read than formal letters from the church. Less formal publications may use emojis, slang, or more expressive punctuation. More formal publications should have more professional sentence structure and less expressive punctuation.
- The communications team will proof all graphics and visuals used to promote events that will be advertised to the entire church.
- Ministry leaders and staff are encouraged to proof materials when they are finalized. When timelines allow, we can make needed changes to the material in collaboration with the ministry leader.